

## Message Text

UNCLASSIFIED

PAGE 01 LIMA 01336 172315Z  
ACTION ARA-10

INFO OCT-01 ISO-00 EB-08 /019 W  
-----180500 085126/13

R 172140Z FEB 77  
FM AMEMBASSY LIMA  
TO USIA WASHDC  
INFO USDOC WASHDC  
SECSTATE WASHDC 3747

UNCLAS LIMA 1336

USIA FOR ILA

EO 11652: N/A  
SUBJ: PROMOTION OF COLOR TV SYSTEM

REF: LIMA 0702

1. COMMERCIAL ATTACHE VISITED CARLOS ROMERO, WHO WAS RECENTLY APPOINTED DIRECTOR OF INSTITUTO NACIONAL DE INVESTIGACION Y CAPACITACION DE TELECOMUNICACIONES (INICTEL), IN ORDER TO OBTAIN DETAILS ON "COLOR TV SEMINAR" HE MENTIONED TO GEORGE JACOBS DURING LATTER'S VISIT TO LIMA (LIMA 136). ROMERO ADMITTED THAT HIS ORIGINAL PLAN HAD BEEN FOR PERU TO HOST A TECHNICAL SEMINAR FOR REPRESENTATIVES OF ALL ANDEAN PACT COUNTRIES. THIS WILL NOT BE POSSIBLE BECAUSE SEMINAR IS DIFFICULT TO COORDINATE AND COSTLY; GOP HAS NOT BUDGETED FOR SUCH AN EVENT IN 1977. ROMERO'S IDEA NOW IS TO ORGANIZE A TECHNICAL SEMINAR FOR PERU ONLY. A WORKING GROUP TO ORGANIZE THIS EVENT HAS NOT YET BEEN FORMED AND IT COULD BE HELD AT THE END OF 1977 AT THE EARLIEST. FOR THIS REASON ROMERO THINKS IT MIGHT BE BEST TO HAVE THE SEMINAR COINCIDE WITH A DEMONSTRATION OF COLOR TV SYSTEMS AT THE TENTH PACIFIC FAIR SCHEDULED FOR NOVEMBER 16-27.

2. ROMERO STATED THAT FRENCH SYSTEM IS NOT SUITED TO LATIN AMERICAN NEEDS AND THEREFORE FRANCE WOULD NOT BE INTERESTED IN  
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PARTICIPATING IN SEMINAR OR EXHIBITING AT FAIR. ON THE OTHER HAND, GERMANY IS STILL PUSHING FOR ADOPTION OF PAL SYSTEM IN PERU AND WOULD ALMOST CERTAINLY ACCEPT INVITATION FROM INICTEL TO PARTICIPATE IN SEMINAR. ROMERO BELIEVES GERMANY WILL EXHIBIT PAL SYSTEM AT 1977 PACIFIC FAIR AS IT DID AT 1975 FAIR. INTERESTINGLY, ROMERO NOTED THAT JAPANESE FIRMS HAVE BEEN VERY AGGRESSIVE IN PROMOTING JAPANESE PRODUCED NTSC EQUIPMENT IN PERU

AND HE WOULD NOT BE SURPRISED IF THEY FEATURED THIS EQUIPMENT  
IN THEIR PAVILION AT THE TENTH FAIR.

3. REGARDLESS OF WHETHER OR NOT INICTEL IS SUCCESSFUL IN ORG-  
ANIZING A TECHNICAL SEMINAR, THE EMBASSY BELIEVES IT WOULD BE  
MOST PRODUCTIVE FOR U.S. MANUFACTURERS TO EXHIBIT NTSC SYSTEM  
AT THE TENTH PACIFIC FAIR TOGETHER WITH A TECHNICAL SALES SEMINAR  
WHICH COULD BE HELD IN THE CONFERENCE ROOM OF THE U.S. PAVILION.  
TOP DECISION-MAKERS AND TECHNICAL PERSONNEL WOULD BE INVITED TO  
ATTEND.

4. WE WOULD APPRECIATE WASHINGTON GETTING EIA'S REACTIONS TO  
SUGGESTION PARA 3 AND REPORT BACK TO EMBASSY IN ORDER THAT WE  
BEGIN TO PREPARE.  
HANSEN

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** SEMINARS, TELEVISION SYSTEMS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 17-Feb-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**Disposition History:** n/a  
**Disposition Reason:**  
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**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D770057-1083  
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**Office:** ACTION ARA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
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**Reference:** 77 LIMA 702  
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**Review Content Flags:**  
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**Review Event:**  
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**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 3298028  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** PROMOTION OF COLOR TV SYSTEM  
**TAGS:** ETEL, PE  
**To:** USIA  
**Type:** TE  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
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